



MEMORANDUM

Agenda Item No. 11(B)3

TO: Honorable Chairperson Barbara Carey-Shuler, Ed.D.
and Members, Board of County Commissioners

DATE: **April 13, 2004**

FROM: George M. Burgess
County Manager

SUBJECT: Follow-up Report on
Branding (R-1156)

This is a follow-up to the Board of County Commissioners' request for County graphic design professional staff to provide alternative Miami-Dade County logo treatments. The matter of branding County services was first raised in response to Resolution R-1156, sponsored by Commissioner Dennis C. Moss and co-sponsored by Commissioner Natacha Seijas, and approved by the Board of County Commissioners on October 9, 2003. That resolution directed the County Manager to report to the Board on approaches to better brand County government and services. In conjunction with this report, which was presented to the Board on November 6th, 2003, the Board directed staff to develop County logo options for its consideration.

The Process

To ensure a countywide approach to branding, a graphic design team consisting staff from eight County departments was assembled for this task. The team included:

Lissie Allen, GSA
Connie DeBein, Aviation
Frank Guemes, Communications
Jose Otero, ETSD
Nestor Morales, MDT

Alex Rando, Library
Michael Smart, GSA
Elisa Smith, Park and Recreation
Jaime de Torres, DERM

The design team was provided guidelines for the development of logo designs. The guidelines included the development of three alternative design scenarios:

Scenario 1: Maintain the existing County logo and blue/green colors, but improve its presentation through improved product design for County stationery, signage, vehicles, and publications.

Scenario 2: Develop a "refreshed" logo. The idea is to improve on the existing design, but retain enough of its character through color and shape so that the public still recognizes it as Miami-Dade County. Take the example of Mickey Mouse. Mickey's look has undergone at least six modifications since he was introduced in 1931; however, all versions are unequivocally recognized as Mickey.

Scenario 3: Develop a totally new logo. There were no limits on the design or color.

Several logo designs were developed by the team. Through a series of group meetings they were refined and reduced to four which will be presented to the Governmental Operations and Environment Committee on March 9th and the full Board on April 13th. This process resulted in one design for Scenario 1, two for

Scenario 2, and one for Scenario 3. In addition, a tiered approach to applying the branding at the department level was developed to accommodate the special needs of large departments with markets external to the County or with long-established and recognizable logos.

Design Team Recommendation

The design team is unanimous in recommending that the County proceed with adopting a “refreshed” logo using the elements of the existing logo and maintain a color pallet of blue and green. It recommends that the word “County” be incorporated into the refreshed design to accurately state who we are – Miami-Dade County. The reasons for recommending a refreshed logo include:

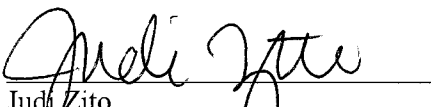
- It would improve the quality of design, making the logo more appealing and clearly communicate who we are. Coupled with improving its presentation on stationery, signage, vehicles, etc., a refreshed design would significantly improve the visual image of the County.
- There would be no cost to introducing the refreshed logo. Because the refreshed logo is similar to the existing logo, its use could be phased in, thereby, avoiding the cost of changing existing signage, vehicle graphics, publications, etc. It is estimated that the cost of introducing an all new logo and colors could easily exceed \$5 million. For example, installing a new logo on County vehicles and trucks would cost approximately \$4.3 million (8,700 vehicles and trucks @ \$500 each).

In addition, the design team expressed that they are often faced with conflicting direction in the use of the County logo when designing department communications products. The team felt strongly that there needs to be an enterprise-wide policy establishing the County logo as the official brand which must be used on all County communications products, and will not be replaced or diminished through the use of other graphic marks. This policy would insure that the use of the official County logo is re-introduced throughout the enterprise and maintained over time.

Next Step

Upon Board approval of the County logo, the Communications Department, with the support of the design team, will:

- Develop a style guide with specifications to provide direction to departments in the use of the official logo and colors on stationery, signage and vehicles.
- Establish processes for maintaining the standard image. Experience indicates that the tendency to modify or disregard the brand over time is significant.


Judi Zito
Chief Information Officer